

THE NATIONAL AUTO SHOW

at

New Grand Central Palace

Opens To-morrow Night

Cars Exhibited At Grand Central Palace

Rambler	Velle	Fiat
Regal	Cole	Abbott-Detroit
Hupp-Yeats	Commer	Hupmobile
Dayton	Packers	Westcott
Ohio Electric	Paige-Detroit	Warren
Marion	Imperial	Herreshoff
Kelly	Gramm	Bergdoll
Chase	Atterbury	Pennsylvania
Auburn	Lion	R. C. H.
Standard Electric	Eclipse	Koehler
King	Duryea	Universal
Walter	Knickerbocker	Walker
Firestone-Columbus	Krit	Middleby
Veero	Schacht	Stuyvesant
Pathfinder	Metz	Sullivan
Lippard-Stewart	Maxim	Atlantic
Hoosier Limited	Detroit	Lanth-Juergens
Dart	Maxims	Sanford
Modern	Cass	Havers
Federal	Kline Kar	De. Tamble
Great Western	McFarlan	Paterson
Cutting	Argo	Ottomobile
Stutz	Commerce	Best

THE first of all future National Automobile Shows to be held in New York City opens to-morrow night at New Grand Central Palace. More than one-half the makes of cars to be seen in the Metropolis this week will be exhibited there and there only. The shifting of the Great Exhibition centre of New York is an event of historic interest. New Grand Central Palace is a splendid building, absolutely fireproof, and from a standpoint of interior architectural beauty is unequalled.

Passenger and Commercial Vehicles in One Show

In this building, under the auspices of the National Association of Automobile Manufacturers, Inc., the only national body of automobile makers in existence, may be seen Passenger and Commercial Vehicles in one show commanding the most critical attention of those interested in the latest developments in design and construction and of the buyers who realize the state of perfection reached by the present day automobile and when purchasing demand the greatest possible VALUE.

JAN.
10-17

Admission 50 Cents Each Day
New Grand Central Palace is at Lexington Avenue
and Forty-Sixth Street.

JAN.
10-17

See the
Velle
JUNIOR

35 H. P.
A New Standard
of Value

A full line of VELLE pleasure cars and trucks at the Palace Show—Main floor.
Garland Automobile Company
1,657 Broadway, New York.



Pierce Arrows

1911 six cylinder Limousine, used very little and same guarantee as new; immediate delivery; several 1911 and 1910 open cars going through our shops now; see our representatives at show.
ELLIS MOTOR COMPANY,
416 Central st. (new building), Newark,
New Jersey Dealers Pierce Arrow Cars.
Automobiles—30c. line Daily and Sunday.
No Extra Charge for Display Type;
Double Price for Cuts.



The Pierce-Arrow at the Garden

The most noticeable improvement in the Pierce-Arrow Cars shown at Madison Square Garden this year will be a refinement and harmony of line in the design, which illustrates the final development of a satisfactory motor car body both for touring and limousine cars. With these designs the body of the Pierce-Arrow Car shakes off the influence of the coach body and comes forth as the final expression of the most satisfactory and attractive design for a motor car, whether touring or closed.

Additional designs and models are shown at our salesrooms.

THE PIERCE-ARROW MOTOR CAR COMPANY

New York Sales:
BARRETT'S MOTOR CAR CO., 233 to 239 West 57th St.
New Jersey Sales:
ELLIS MOTOR CAR COMPANY, Newark
Central Avenue, Second to New St.

—at the
Garden
Show

FOR HIRE.

Packard landaulet, 1911 model, in first class condition; reasonable. HESS BROS., 213 West 42d St. Tel. 3000—Brent.

1911 ITALIA 20 H. P.

with new landaulet body, by Demarest, like new condition; reasonable. HESS BROS., 213 West 42d St. Tel. 3000—Brent.

1910 FIAT 45 H. P.

passenger touring, perfect condition; bargain. HESS BROS., 213 West 42d St. Tel. 3000—Brent.

ALCO

1912



To be found at the Garden Show, on the elevated platform directly to the right as you enter.

A Daring New Berline

It is a day's—or a night's—entertainment to look over at the motor show the new Alco Berline.

It is the latest and newest car in America.

Daring new lines, new thought in motor interiors—a new conception of a motor car.

Roof lines break away from the old—the commonplace—the stereotyped. In their stead the daring—the original—the beautiful.

Observe the Pullman ventilators in the roof. Fresh air, warmth, no drafts.

Stepping into the Alco Berline is like stepping into the room of a fine home. One finds here good taste in every detail. The color scheme a fetching, soft, electric blue, relieved by a narrow line border. Skilled house decorators have termed it an interior classic.

AMERICAN LOCOMOTIVE COMPANY, 1886 Broadway, NEW YORK

Builders also of Alco Motor Trucks and Alco Taxicabs

Twice winner of the race



for the Vanderbilt cup

PAUL LACROIX AUTOMOBILE CO.

1,770 B'way (57th St.),
New York,

begs to announce to its patrons that it has been appointed

SOLE METROPOLITAN AGENT FOR

THE "MERCEDES"

Manufactured by the Daimler Motoren Gesellschaft, Germany.

1912 models now exhibited at

Importers' Automobile Salon—Hotel Astor

After Jan. 10 1912 models can only be obtained from us and will be shown exclusively at our salesrooms, B'way and 57th st.

The Daimler Import Co., of New York, sole concessionaire of the MERCEDES rights for America, begs to announce that it has granted the exclusive selling rights for the metropolitan district to the Paul Lacroix Automobile Co. and bespeaks for its representative the kind consideration of its patrons.—The Daimler Import Co., Jan. 8, 1912.

THE HERALD'S Commercial Vehicle Show Section Appears Next Sunday